

A Little Journal of Inspiration and Helpfulness, Published Every Once in a While by the PARKER PEN COMPANY, Janesville, Wisconsin

SELF-EXAMINATION

I am in business, the purpose of which is to make money.

How can I make more money?

By selling more Parker Pens.

How can I sell more Parker Pens?

By inducing more people to purchase Parker Pens, who are now on the border line, just wavering between decision and indecision.

How can this be accomplished?

First: By the display of attractive advertising matter, with which the company is ever ready to furnish.

Second: By a beautiful, well arranged showing of Parker Pens.

Third: By having someone placed in the store, who is a special authority on the subject of Parker Pens and to make the pen department his or her particular speciality.

Fourth: By giving this person all the co-operation possible, which can be done by each clerk carrying a Parker Pen and when the right moment arrives, in not waiting for the customer to ask for a pen but for the clerk to say to the customer, "Mr. Wilson, I am carrying and using a Parker Pen. I have gotten so much real satisfaction out of this fountain pen that I would like to have you take this pen in your hand and see what a REAL pen will do." Try it.

What is the effect of such an appeal?

Mr. Prospective customer could not fail to respond to the subtle and diplomatic attention paid him in this way and he is pretty apt to say, "That certainly is a dandy pen. I did not suppose a pen would write as beautifully as that. What is its price?" Then he will go over to the pen case, where a number of pens will be taken out and tried and the clerk will explain: "This is the Parker Safety Sealed pen; this is the pen where you simply take off the little cap just opposite the pen point. To fill simply press the button, immerse the pen in the ink, remove the finger from the button and let the pen stay in the ink until it has drank itself full. Then put the cap back over the fountain end and the pen is ready for work."

He will become interested if you tell him in event of the rubber sack becoming damaged, as it will, due to the fact that the outside facing is much more durable, he can still continue to use the pen by simply taking out the pressure bar and taking out the rubber sack, using same as a regular self-filling pen. Many of the boys in France did this because they could not easily get repairs. This is one of the reasons why the Parker Pen was such a favorite with the men in the great World War. It adapted itself to circumstances.

The man who owns an automobile and pays no attention to the driving, hands on the wheel part of the time, eyes to the side of the road, soon finds himself in the ditch. The man who gets pleasure out of motoring and gives plea-

sure to his friends is the man who is a careful driver, hands on the wheel and eyes on the road, thoughtful always of the friends with whom he is driving and he can be likened to the proprietor of a business who inspires confidence in his clerks, setting a good example and keeping at all times before them the fact that the business is there for the purpose of selling merchandise and of giving real service to the customer. Thus mingling pleasure with business and getting the most happiness out of each day by so doing.

SHOW WINDOWS

In compiling a list of the important factors of what constitutes a successful fountain pen store, the show window should never be overlooked. In a sense the window is the eye of the store. If it is dirty, slovenly and unattractive, it will detract from your trade while on the other hand if it is bright and cheerful it will attract the attention of the passerby and they will step in. The dull listless eye of the drunkard repels those who meet its owner, so does a dirty slovenly, ill-kept window repel those who see it, instead of attracting. Success in selling merchandise

requires tact, it requires industry and it requires a fair sprinkling of good judgement.

CLERKS

Care should be exercised in the selection of clerks, then those clerks should be impressed with the idea that they are, in a way, embryo merchants. Some day they may be heads of establishments, therefore, each day's work on the part of those clerks should be with the idea of building a permanent business foundation, not only for the firm in whose employ they are, but for future operations of their own. The clerk who does not actively and faithfully subscribe to such is a detriment to any store. Any clerk who does not do his best, and who is not building for the future is a draw back to the store and more than that, by lack of interest he is placing stumbling blocks in front of himself.

The spirit of co-operation is abroad, without it no business can succeed to the fullest extent or to any appreciable extent. The practice of the Golden Rule is the best business stimulator that has yet been offered. It means service, more service, and still MORE SERVICE.

AS YOUR CUSTOMER SEES YOU

Suppose a customer enters your store and you are behind the counter doing some little job you would like to complete but something that would wait until a more convenient time. Suppose you continue to work at the little job until it is completed and the customer stands waiting for you to complete the job. Did you ever stop to analyze what is going on in the customer's mind? If you did, you would not stay behind the counter making the customer wait.

The customer says to himself: "I came into this store, expecting to be greeted courteously, I expected someone would come forward eagerly to wait on me and treat me like a welcome guest. I could just as well have gone across the street to a store where I might have had this kind of treatment. Perhaps I can not not very well get out without making known my errand but next time I have occasion to purchase anything of a class that is handled in this store, I will go elsewhere."

Right then and there, that moment or two of unnecessary waiting the customer has been compelled to do, has lost the merchant perhaps a valuable customer and many dollars worth of profit.

Every customer who enters your store should be made to feel that he is a welcome guest, that it is one of the pleasures of your life to wait on him. You greet him with a pleasant smile, a pleasant form of salutation, dignified—yet pleasant and he will want to linger further after you have supplied him with the thing he wanted. You have brought such a pleasant train of thought into his head, he will want to reciprocate by saying, "Have you got so and so?" and the first thing you know he will probably have bought two or three other articles. If, on the other hand, this customer is compelled to wait and almost apologize for his pre-

The Transformation

From the implements of war to the implement of peace

PARKER
LUCKY CURVE
SAFETY-SEALED
FOUNTAIN PENS

PARKER PEN CO., 303 Mill St. Janesville, Wisconsin
New York Retail Store Sugar Bldg.

20,000 dealers sell Parker Fountain Pens

NEW PARKER PATENT CLIP held in place like a washer

This wonderful picture was painted by one of the big artists of the country. It is reproduced in colors and tells pictorially the transformation from war to peace. It will appear in many of the leading publications.

sence in the store, as a result, he will probably make some five or ten cent purchase and get out of the store just as quickly as he can.

We are apt to think of gold in the mountains where there are diamonds in our own door yards. In other words, your business can be made to yield diamonds by utilizing the material with which you have to work.

Do not think for a moment that all of the money makers are in big cities. The writer knows of a baker in a comparatively small town, who covers a radius of only one hundred miles and who paid a war tax last year on an income of between thirty and forty thousand dollars.

How did he do it? You know and so do I. Not by luck or chance but just hard work in the right direction, which made him such a liberal contributor to Uncle Sam.

FOR YOUR ADVERTISING



Would you like this single line logotype or electro to use on your stationery, or in your advertising, etc? Will be glad to mail you one if you wish to use it.

MAKE A SURVEY

Business, as conducted by the big corporations, has developed into a science. No longer are big concerns, or even successful small ones, conducted in a haphazard, catch-as-you-can manner.

From these notable successes, examples of which may be found all over the country, we can learn a lesson which can be adapted to you and me.

Why would it not be a good plan for you to make a survey of the fountain pen situation as effecting your store? When you stop to think of it there are certainly many opportunities for selling fountain pens, if they were only developed.

When you figure up the number of people who enter your store in the course of a day or the total for a week, and you deduct from the number those to whom you have sold—for instance, a Parker pen—you would find you would have a large margin, upon which to work for the balance, if they were all prospective buyers.

If a business is simply permitted to drift it may get somewhere, but probably not the place the owner wishes it to reach. Therefore, the right thing to do is take hold of the helm and steer the boat where you want it to go.

In other words, there is ample reward for the man who will sit down and make a list of 500 people; making this list alphabetically.

When this is done, check off those to whom you have already sold Parker pens.

Keep the list handy and whenever anyone of these people enter your store, make it your business to see that this particular person's attention is called to the fact that you have in your show-case a Parker pen which will just fit the needs and hand of that particular person.

This followed up from day to day to a logical conclusion has produced magical results for others; so it is capable of bringing the same returns to you.

Did you ever stop to think that the sale of a pen to Mr. Brown or Mr. Brown's daughter, might mean the sale of several fountain pens in that family?

Why not sell a pen to Mr. Brown or his daughter with the particular idea of Parkerizing that particular family? Then multiply this experience by just as many additional families as you can introduce pens in to. See how rich the results will be.

Invariably every time you find a dealer who complains of lack of trade, slow business, you will find that dealer is working without a plan; that he has not made a survey, and consequently "drifting."

A survey means a plan and is absolutely essential in building up a successful prosperous business as to have an architect draw a plan of a factory building or a beautiful home in which to live.

No one would think of building a home by simply going to a lumberman, and ordering so many loads of lumber and so many kegs of nails.

The first thing you would do would be to consult an architect; he would make the plan, and then build according to it.

It is just as essential to have a plan in business and then work to it.

It is worth trying.

CHRISTMAS CIRCULARS

Seems funny to think of Christmas at the present time does it not?

Yet we are actually having our Christmas circulars printed at the present time. These will be in seven different colors and will be most elaborate in the way of small circulars. There will be one for the general public, one for the business man and several others.

We will have these circulars ready before very long and if you want same, we will be glad to see that you get them.

THE GREEN COUPON

Did you know it was possible for any salesman in the employ of any authorized Parker pen dealer, to earn by his own individual efforts, a Parker \$3.00 fountain pen, free of charge?

If you want to own such a pen without expense to you and at the same time please your firm immensely write us for particulars.

RUSTY PRESSURE BARS

During the war we lost many men from our organization, who left their positions and homes for the honor of their country. Necessarily our manufacturing organization suffered in consequence thereof.

Then came on the large increase in business and securing new helpers. The result was most natural, some goods went out not as perfect as they would have been had it been under previous conditions. For instance, we found some pressure bars went out not properly rust proofed. No fault of the customer, but the fault was wholly with us for reasons given above.

What is the right and favorable course for us to take? There is but one and that is to **MAKE GOOD** by replacement without charge to our customers, who received goods that were not up to our usual standard.

Be just as fair with us, as we want to be with you and give us the opportunity to show you we will treat you exactly as we would want to be treated were the positions reversed.

We are glad to say our men are now back with their old jobs, excepting those represented by two gold stars and two or three who are convalescing in hospitals.

GIVE THE BOYS THEIR JOBS

You were mighty proud of your boys when the war was on and things going a bit uncertain, to have them enlist and get into the khaki. You felt there was nothing too good for them, and there was not.

Now that they are back, why not feel the same way? Suppose they have changed a little and are a trifle uneasy. You must remember they have gone through things that would tend to make them get a new view and slant of life. They are bigger, broader and better men in ninety-five cases out of one hundred than they were. Be patient, they are getting their bearings and as soon as they get them, they will be more valuable men than ever before.

The old order of things will never again exist. Change to the new conditions, and above all be good and show your gratitude to "the boys."

THE CALE DRUG CO.

We had a letter from the above named party away down in Pratt City, Alabama. It made the writer think of his Sunday School days and of the parable about "the rejoicing in Heaven when one sinner had repented and came back to the fold."

It will be noticed from the reading of the letter the members of the Cale Company have been straying away in strange and devious ways, and trying out pens not as good as the Parker pen, and evidently pens of doubtful parentage, and that they were lured away by what seemed a higher discount but evidently short on quality, and values.

"The Parker Pen Co., Janesville, Wis. Gentlemen:

We have not been using your line for some time thinking we would make more money from a line giving us a greater discount, but have come to the conclusion that we have lost enough at such folly. We want the good old Parker pen, and the Parker quality and value.

Please ship by return express a good assortment of fountain pens, \$2.50 to \$5.00, mostly self-fillers and popular sellers; 4 doz. assortment.

Yours for business,
Cale Drug Company"

TEACH YOUR CUSTOMER HOW TO USE A PEN

The writer wishes it might be possible for you to come personally or send one of your salesmen to the factory to spend a day and learn all that is possible regarding fountain pens. Quite a number of dealers have done this and we believe they have gone away feeling they are repaid for the time spent.

Fountain pens are like babies. They have some little troubles develop. If you know how to fix the pen it is a very simple matter to remedy the trouble. Therefore a correct knowledge along these lines is essential to the dealer in pens who wishes to render the best service to his customer, who possibly has not been fully instructed and who has unscrewed the rubber sack into a rope and naturally can get only a



INK TABLETS

Put out as a war product but has proven to be such a convenience it continues as a peace time seller. School children, travelers, autoists all find the Parker Pen Tablets both satisfactory and useful, and sold at a price which barely covers cost as we use this as one form of advertising. Retail price, 10c only, per box.

drop or two of ink into the fountain. If you knew how to take a pen to pieces, straighten out the rubber sack, it would not be necessary for you to return the pen to the factory to have this done.

You will be interested perhaps in knowing that every Parker Self-Filling Pen sent out has shellac put on the threads of the nozzle screwing into the barrel to prevent the customer from unscrewing it. You, of course, undoubtedly know by heating the part just a little over the gas jet, not enough to burn it, causes the shellac to become soft and the nozzle can be unscrewed easily. We do not tell the public this because it is information the dealer alone should have. Curious people, will sometime take out the pressure bar and having no expert knowledge of how to replace same, telescopes the sack and the pen will then hold only a drop or two of ink. Then he makes a complaint and says he does not see why the pen "works so

poorly." You, having a knowledge of what to do would take out the pressure bar, put the end of the pen in your mouth and blow as hard as possible. Ordinarily this will straighten out the rubber sack. The pressure bar then properly replaced, the pen is ready for work. This would save a trip of the pen to the factory if you had the necessary information as to how it is done.

If, however, the rubber sack has been telescoped for a considerable length of time, it may not be found possible to give pressure enough by blowing to straighten out the rubber sack, while the sack is inside the barrel. Then the proper thing to do would be to unscrew the nozzle and blow into the nozzle. Do you know how to put on a new rubber sack?

It is a simple matter. In the first place take a little shellac and shellac the end of the nozzle over which the rubber sack goes, then take a ladies wire hair pin, cross the points and insert the points in the neck of the sack, then continue to press the crossed points of the hair pin. This stretches the rubber sack into an elongated slit and it is very easily slipped over the properly shellaced end of the nozzle and the hair pin slipped out of the rubber sack.

Simple, is it not? In the event, however, the sack is longer than the barrel and does not fit properly, cut it off with a pair of scissors, so when in position it will not quite reach the end of the barrel, but will be about one-half inch shorter than the outer barrel.

BILLY, THIS IS YOU

You have been a salesman now for some time. You have had ambition to succeed. Yet you find your sales sheet does not tally up nearly to as great an amount as that of some of the other boys. You have wondered what is the matter, but have you really figured it out?

There is just one way to become so efficient as to be able to deliver the goods, and that is to strengthen your line of defense. You are no stronger than your weakest point. Then build up these places by substituting a stronger and better defensive. Possibly by checking over some of the following suggestions, you may find them helpful to you.

If your method of approach is not right, find out where it is wrong. If your voice is the kind of voice that repels, make it magnetic and attractive.

If you have some little mannerism that may possibly cause offense, cut it out. If your personal appearance is such that it gives offense, change your habits. If your breath smells strongly of tobacco, buy a bottle of peroxide. Use it. If the need of a tooth brush is apparent, buy one.

If you are frequently turned down in attempting to make a sale, remember this is the customer's way of saying: "No, Boy, you do not look good to me."

Then the thing to do is to eliminate that thing which gives offense to the customer, and substitute some characteristic which will please him. This multiplied by a number of customers with whom you come in contact, will change your almost goose-egg record to an honor score of which you will feel proud.

No one can do for me what I can for myself. By my own effort, I am either a failure or success. "He profits most who serves best."

A LETTER FROM FRANCE

A few days ago I received a letter from France signed by "buck" private. The contents of the letter gave the writer more pleasure than any letter he has received for many a long day. It was from a class of men who stand for a principal which lies very close to the writer's heart—the man who did the hard work, the real fighting in the Army; namely, the "buck" private.

If you will notice that in practically all of our advertising, where we have used the military figure, we have given prominence to the American soldier or sailor.

Our theory has been to give honor to whom honor is due. Therefore, you will be interested in reading the letter.

Here is the letter:

"Dear Sirs: Your advertisement of Parker Pens in the American Magazine has come to our attention and—No Wonder!!

The first thing that came to our notice was the "buck" private on your "ad." There are so few American firms who use the "buck" as a medium of advertising. Most of them must put bars of some kind on their Army men. In this respect they are much unlike the French, who have just a scattering of officers in their pictures. Their main stay seems to be the private. So many of the boys notice this and speak of it. We cannot help but notice a real Parker Pen "ad" with a "buck" there in all his glory.

There is no doubt in our minds that this will come to the attention of many more "bucks" and we earnestly hope that this will reap the real harvest which it justly deserves."

"Some Bucks"
Harry P. Cullen,
David H. Haggard,
Harold E. Kirkpatrick,
Henry H. Murray,
Eugene D. Gordon, Jr.,
A. P. O. 704, A. E. F.

I SWEAR I WILL NOT CRAB

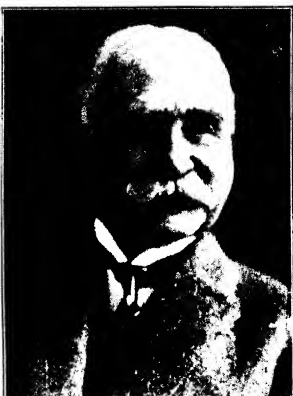
This year I am going to talk business up, not down.

I shall refuse to talk labor wars, Bolshevik uprisings, huge impending strikes with chronic complainers.

If business is good, I shall tell others. If business is bad, I shall saw wood and strive to improve conditions all I can.

For I realize that "crabbing" doesn't help anyone, not even myself.

HIS PICTURE



Somebody once said "Everyone loves a lover." It might be said with equal truth that everybody except a bolshevik, "loves a successful man."

What is there about a man who makes a success of his business or profession or career, while another man starting out under equally advantageous circumstances does not make a success and does not make a good citizen and eventually becomes a bolshevik? The first named breaths optimism, radiates vitality and confidence and inspires confidence in others. The natural law compels men to succeed.

The writer has never had the pleasure of meeting Mr. Guy, yet he feels as though he knows him well; he knows from his picture that he must be a man with a dominating personality, a strong face, firm jaw, that indicates that obstacles to him are things to be overcome. Optimism as shown by his pleasant smile coupled with force and discrimination are characteristics which dominate Mr. Guy as shown by his picture.

Our northern representative, Mr. L. M. Tebbel, borrowed a photograph of Mr. Guy and sent it to us and we are having it reproduced herewith. He also sent us a letter of which the following is a copy.

It will be seen that Mr. Guy has not accomplished the impossible, or the unbelievable. He has merely followed good business practice. He equipped himself with implements for doing a successful business and then simply did it.

Here is Mr. Tebbel's letter:

"Dear Mr. Parker: Under separate cover I am sending you a photograph of Mr. G. O. Guy, one of our customers in Seattle. A couple of years ago Mr. Guy put in an eighteen dozen case of Parker pens. Previous to this he had been selling mostly unadvertised makes of pens.

Last year (1918), he sold of Parker pens at retail value, about \$3000 worth. A mighty comfortable pen business. Mr. Guy not only knows how to merchandise, but has the energetic punch that puts it over. About the best we can wish for ourselves is that the Guy family were larger and all distributors of Parker pens."

AN ACTUAL OCCURENCE

A short time ago the writer had the pleasure of attending the National Commerce Convention in Chicago. While there he had occasion to go into the big Marshall Field store. With him at the time were two of our foreign representatives; one from Copenhagen, Denmark, and the other from Stockholm, Sweden. He wanted to have them see what a real big American store looked like and especially the Marshall Field pen department.

While standing near the counter one of the young men in the store was waiting upon a customer, who was trying out a No. 28 Parker pen.

The most extraordinary thing happened at this time. The young salesman who was supposed to give the well-known Marshall Field service was attempting to fill the pen. How do you suppose he did it?

He carefully pressed the button, put the pen in the ink, released the pressure, but immediately drew the pen out of the ink.

At this point the writer took the liberty of stepping up to the show-case and introduced himself. He then suggested to the young man that he was not filling the pen correctly, and said to him: "Your method of filling the pen reminds me of a little incident. Suppose for instance, my hands were tied behind me, and I asked you for a glass of water. You were good enough to lift a glass to my lips, but just as I was about to drink, you withdrew the glass. I would get but a sup of the water and my thirst would be unquenched. This is exactly as you have done with the pen. You have pressed the button down all right, but when the pen began to drink the ink, you immediately withdrew it from the ink and consequently the pen can not fill more than 10%. After the button is released the pen should remain in the ink two or three seconds and the larger sizes three or four seconds. During this period the fountain is drawing the ink up into the rubber reservoir rapidly, but it can not do it in a second."

I wonder if you or any of your fellow clerks have made this same mistake? If so you have probably had a customer who has followed your example, and tell you the pen only holds a drop or two of ink?

Never forget that the capacity for friendship is one of the richest treasures in life's gift. God pity the man who has no friends and who feels under no obligation to render friendly services to others! The man who has friends is human, and being human, is sympathetic and understanding.

SIGNS

There are a good many different kinds of signs. Signs of many different sorts have been popular from mediaeval times up to the present. The signs in which we are particularly interested are signs that sell Parker Pens and which are pointed toward your cash drawer.

This reminds the writer, a short time ago while in New York City at the opening of our new store, whose location was changed from the Woolworth Building to the Singer Building, our manager suggested that we ought to have in addition to our regular signs, more signs printed in black and white with ample margin, with short sentences to put in the various windows of the store.

Acting upon this, the writer had printed some such signs and it proved to be so effective, our city salesmen wanted some of these for their customers. These we had made. There is nothing elaborate about them, just plain white and black with ample margin, each one with a short terse sentence but of course all referring to Parker Pens. There are five cards in a set.

We have a few extra sets and if you would like a set and will use them, we will be glad to mail them to you, carefully packed, for use in your store. Just write us a postal card and tell us you want a new set of signs, such as we are using in our New York Store and you will get them by return mail.

POSTERS PAY

How would you like to have the effect of a big national advertising campaign for Parker pens focused right on your store? If there are bill-boards in your town, which are kept up in good condition, and you would like to share in this national publicity, we shall make you this proposition:

We shall furnish you with the posters, which are approximately 9x21 feet; send you the posters with your name on them, of good sized letters to be put on the posters. We shall send you these transportation charges prepaid, providing you will pay for the posting yourself.

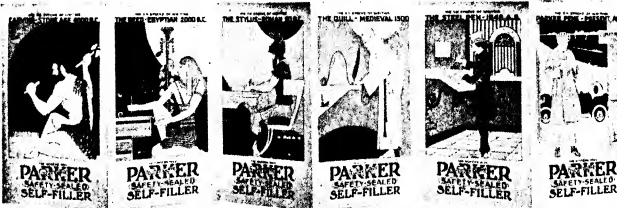


Favorite of Army, Navy and Aviation Service

24 SHEET POSTER
We are perfectly frank in telling you that this proposition will virtually amount to a 50-50 basis. We pay for the posters and printing. You pay for the posting. If you are interested, tell us how many posters you will agree to post and we shall have them sent to you at once.

HERE'S ANOTHER

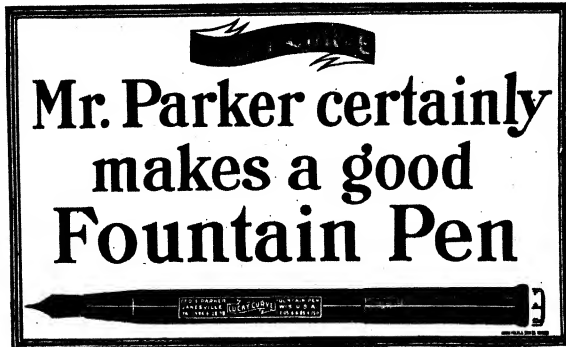
The "Six Epochs of Writing" showing pictorially the progress from the Cave Man's marks up to the present Parker Pen. Its printed in beautiful colors, being educational in its character, its an exceptional good piece of advertising to put in the window. People will stop, examine each picture, each step of progress and will in many cases buy.



SIX EPOCHS OF WRITING

WHY IS IT?

We could make a selective list of 20% of our dealers and in checking up the amount of their business



3x5 FOOT IRON SIGN-COLORS

The above is a cut of a big sign of which we have a few. They are 3x5, metal with wooden frame. They are really small painted Bill Boards. If you want one or two and have good places for them, will ship same to you providing "you will pay the freight."

ness we would find that they do almost but not quite so much as the other 80% of our customers.

Is it because the demand for Parker pens is greater in their respective localities?

No. This is not the reason.

Is it because Parker pens are better advertised in that particular locality than in some others?

No. Because the Parker plan of publicity is national, covering the entire country as a blanket.

Then, why is it?

We shall tell you.

It is because the fellows in the 20% class are "eating up", so to speak, the opportunities with which they come in contact from day to day, which leads to the sale of Parker pens. In other words they are scoring pretty nearly 100%.

It's a mathematical proposition. If a dozen more or less opportunities or "leads" come along in the course of a day's business and one man grabs 10 out of 12, he is "landing". If the other gets only one or two, he is "sliding".

The balance of the dealers who taper down are firms who are letting from one opportunity, to perhaps 100 per week slip by without making them contribute to the success of the firm who ought to have grasped it.

Just think of it! Here there are equal rights and opportunities and yet one man out of five is doing almost the same amount of business as the other four. It really is a serious proposition.

It is worthy of the best thought of the best dealers who are selling Parker pens.

Mr. Guy of Seattle formerly did very little business for Parker pens. He saw the light and the opportunity and grasped it.

Result: \$3000 worth of Parker pens sold compared with a very negligible quantity before he did so specialize.

Does it not mean anything to you?

It does, if you are making progress and getting to be better friends with your bankers.

THE ROTARY CLUB

Did you ever hear of this quite wonderful organization.

In practically every city of twenty-five thousand population or more in the United States, there is a Rotary Club. It is a Club, which has for its object the practice of the Golden Rule in business relations. Each member tries to lift the load of the man who is carrying a heavier one and in other words, life is just a little more pleasant each day.

The writer, during the past year has had the pleasure of serving the Janesville Rotary Club, as it's president. During this period he instituted a little practice which seemed to please the members very greatly.

It was this: The secretary was requested to get the month and the day of the month in which each member was born. Whenever the birthday of any particular member comes around, at the weekly luncheon, he is reminded of the fact that he has just had a birthday by a button hole bouquet, which is placed on the plate of the member whose birthday has just occurred.

Do you realize you can make a big hit and at the same time pay your customer a delicate little compliment, paving the way for greater sales for yourself by quietly getting the date of the month and the month in which the birth of your customers occurs and then you can have a form letter written and when the customer's birthday comes around send it to some member of the family, stating that Willie or Cora, father or mother will have a birthday in a very short time and suggest as a gift nothing would be more pleasing than a Parker fountain pen.

See how quickly a response would be had from such an invitation.

It would not be very expensive to institute a card system in your store, with the names of your customers and as far as possible the date of their births. Not necessarily the year but the month and date, and then every few days have it the business of one who is in charge of this file, send out these letters in advance.

You will find it a trade stimulator and your customers will appreciate the delicate little compliment you have paid them, by keeping in mind their birthdays.

You will be reciprocated by a lot of increased sales you would not have otherwise made.

THE MILITARY CUTO-OUT

Our boys are rapidly being demobilized and it will not be very many months before practically all of the gallant men who enlisted in the service of their country for the period of the war, will have been demobilized. Can you not pay a compliment to these men through your store? We believe you can; and that is by putting in one of the beautiful military cut-outs which we got out last year. We have a few of these wonderfully attractive seven-color cut-outs. While they last, any dealer who would like one and who will agree to use it in his windows, and make judicious use of it, can have one sent him.

Please do not request one of these out of idle curiosity, for they cost us \$2 apiece; and the transportation charge on a single cut-out which weighs over four pounds, is a considerable item now-a-days. But, if you want to push your fountain pen business, and will agree to devote special energy to the sale of Parker pens, and would like this cut-out, just say "I'm on", and we shall send it to you transportation charges prepaid.

PARKER PEN NATIONAL ADVERTISING

Have you been watching the sledge hammer hits we have been putting over in the big national magazine—pages in striking color, pages in Rotogravure and in black and white? Parker Fountain Pen advertising has certainly been dominating and effective. Its soldier and sailor appeal has made it the favorite fountain pen among boys in the service. While our advertising has taken on a military atmosphere its appeal to the civilian has been equally strong. The bunch of fine orders coming from dealers all over the country is the best evidence that the Parker Fountain Pen is permanently and favorably fixed in the public mind.

MAGAZINES THAT WIELD POWER

Here are just five out of a list of twenty or more that have carried the Parker Pen advertising. Just contemplate for a moment the force of this dominating circulation, the Saturday Evening Post, 1,000,000; Literary Digest, 1,000,000; Colliers Weekly, 1,000,000; American Magazine, 1,200,000; Cosmopolitan, 1,000,000. In other words five big national magazines carry the Parker Pen message in most striking form into 6,000,000 American homes, and this group represents only a part of our list.

OPENING OF SCHOOLS OFFERS LIVELY MARKET FOR PARKER FOUNTAIN PENS

Millions of dollars are expended each year in the short time just preceding and during the opening of schools and colleges. Schools and colleges will open soon. The beginning of every season calls for new supplies including Parker Fountain Pens.

Make a drive for this business. Cultivate the school trade by giving some evidence in and around your store that you want it. Give your store a school atmosphere. Display school items. Put up signs inviting school supply purchases—advertisement! Don't forget that the school boys and girls of today are the substantial citizens of tomorrow; to get their trade and good will now means years of pleasant and profitable relations.

GOING TO SLEEP

What would you think of an engineer who was sitting at his throttle, driving a fast express train and would go to sleep when speeding along the country forty to sixty miles an hour? You would expect to read in the morning paper about a horrible smash-up and if he were lucky enough to escape, of an engineer on trial for manslaughter.

This is a fair example of the tragedies going on in every day life and not all on railroad trains either. There is many a business which has gone under because the proprietor figuratively went to sleep. There are clerks in the employ of this man, who take the cue, and likewise go to sleep. As a result, trade is neglected, customers are forgotten, tact is an unknown art, service has gone into discard and as a result this is the man who talks about poor trade and whose rating is G-4 in Dunn and who finally goes into bankruptcy courts.

Life means activity. Where there is no activity, there is no life. The man who makes a success, mentally, morally, physically and financially must be constantly on the job. He must have confidence

in himself to inspire confidence in others. He must see his clerks and assistants have the same spirit, otherwise disaster is awaiting around the bend.

RATHER INTERESTING

UNITED STATES SENATE.
Office of the Secretary. Stationer's Room.
Washington, D. C., July 28, 1919.
Mr. George S. Parker,
The Parker Pen Company, Janesville, Wis.
My Dear Sir: I am in receipt of your personal letter addressed to me inquiring as to the pen used by the President in signing the Treaty of Peace.
Replying, I beg to advise that the President did

not use any kind or brand of pen, steel, gold or otherwise. He did use in signing the document his signet ring, which had been made in the stencil type of character, and which can be in a measure authenticated by the fact that the signature is rather small.

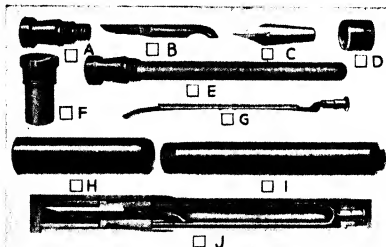
These are facts in the case, and can be borne out by writing to the Secretary of the President, who of course would hesitate to be drawn into a discussion between the many pen manufacturers, but would answer a personal inquiry.

Hoping that this will answer to your satisfaction the inquiry and, with best wishes, I am

Yours very truly,
MACEY DINKINS,
Keeper of Stationery, U. S. Senate.

CHART

This chart shows the various parts that go to make up the Parker Safety Sealed Pen. This is printed on our new repair bills and it makes the charge and item easily understood.



A—Sections. B—Feeds. C—Gold Pen. D—Blind Caps. E—Sacs. F—Inner Caps. G—Pressure Bar. H—Screw Caps, Outer Caps. I—Barrels.

"THE SILENT PARTNER"

Did you ever hear of this little publication? Probably not.

It is published at 200 Fifth Avenue, New York City. And Fred Van Amburgh is its editor and the "man behind the gun".

Mr. Amburgh is a real man's man. He slept in a tent as a miner for years. He knows what it is to ride a bronco, and at one time was a train dispatcher. Now for a number of years he has been editor of The Silent Partner, and gives for \$1.50 the biggest value of any publication that has yet come to my notice.

This is not a paid advertisement, and not one cent directly or indirectly comes from Mr. Van Amburgh for this. In fact he does not even know that this is being published.

It may be interesting to note, however, that Mr. Van Amburgh writes a lot of the bright, pithy, and helpful articles that inspire ambition, increase the determination to make good and point out the use of talent, power and resources which if used will bring success and best of all, happiness, (and he writes with a Lucky Curve at that.)

I distinctly recall a visit Mr. Van Amburgh paid me when I was last in New York. He came down to the Singer Building to see the new Parker pen store. He remarked "how beautiful, how harmonious, so much of the quiet dignity, the coloring effects seem to blend, and everything seems to be in perfect harmony."

I told Mr. Van Amburgh that all of the people of the store had read his book and had seen more or less of the Little Silent Partner, and asked him to say a few words to our people in the store. This he did.

I am quite sure those who had the pleasure of hearing him will never forget it. He pointed out the beautiful setting of the store, the harmony, the quite dignity of the interior, the object the company had in mind in conducting such an establishment, and then carried it along a little farther and said that it would be expected of each to fit into this high class dignified store; that such associations would have an influence upon the life of each, to work and think in a place of this character. He impressed upon each, the value of courtesy and good will, of impregnating the atmosphere with the thoughts of service to others; of making the interior of the store remembered with pleasant association; so that when a man came in to buy a fountain pen or to get a pen fixed, he would immediately feel the subtlety and harmony and beauty of the place; and his purchase made under pleasant conditions.

PARKER WASHER CLIP



When selling a Parker Pen you can sell just as easily the pen equipped with a Parker Washer Clip as without. It's sort of an Insurance Policy against losing the pen. Besides it's so unique and practical people like it.

BIRTHDAY CIRCULARS

Something new. We all have a birthday at least once a year. So a birthday circular is always appropriate. They are beauties in 7 colors. Do you want some for mailing?

5,000,000
Parker Fountain
Pens have been sold



New Parker Patent
Clip Held in Place
Like a Washer

PARKER
LUCKY-CURVE
SAFETY-SEALED
FOUNTAIN PENS

20,000 dealers sell
Parker Fountain Pens

PARKER PEN CO. 90 Mill St.
Janesville, Wis.
N. Y. Retail Store, Singer Bldg.

This is one of a series of advertisements which will appear each month for the balance of the year in the Saturday Evening Post and many other prominent publications

PEN SHOW CASES

For the Pen Department

You, who are expecting to make as much as possible out of your sales of fountain pens, should dignify that branch of your business by installing a real pen department. If it is difficult to see how this is to be done, study it from a psychological standpoint.

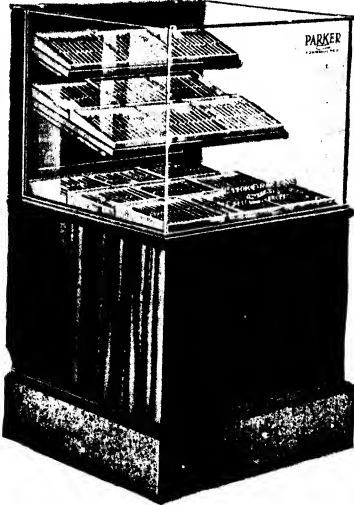
One half the battle is in making the display attractive; and having that display of Parker pens, such as the customer has seen advertised so many times, and with the merits of which he is more or less familiar.

The other half consists in extending the right kind of service behind the show-case, by having a person in charge who is tactful, and courteous, and can fit a pen to the hand of the customer and satisfy him.

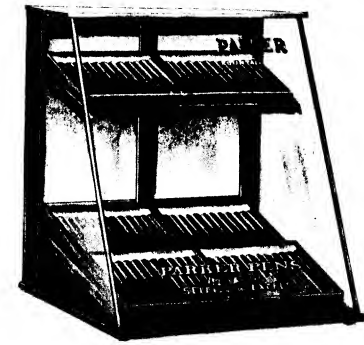
A pen department should start with show cases of a type and size best fitted to the store.

A floor case assortment, if you have the place for it, makes an ideal piece of furniture in which to display the goods. If your store is crowded for room, one of the counter cases set up in the front part of the store sometimes gives even a better showing than the floor case.

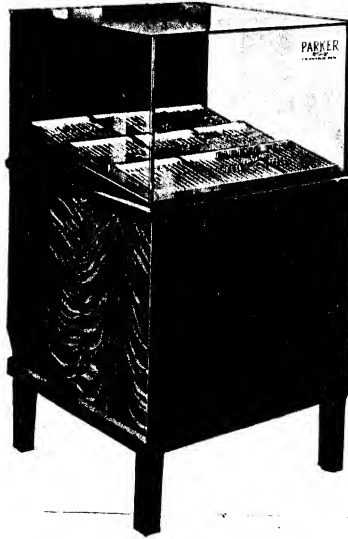
We have the following type for your selection:



Eighteen dozen Case Assortment. Costs about \$412.33 wholesale.



The above represents a six dozen counter case filled with Parker Pens which would cost you approximately \$137.02, and would include 54 Parker Clips.



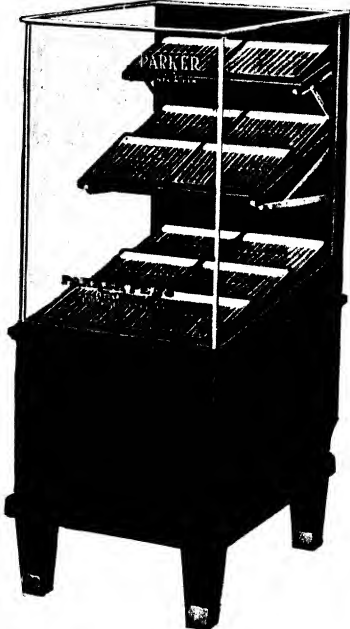
New style sanitary base, nine dozen Assortment, \$207.05.

There Is An Irresistible Something

About a beautiful display of Parker pens which attracts and compels attention. There is a certain spirit however, which governs the public in this respect. He who gets in harmony with this accepted trait in human nature profits by it. He who fails to do so, loses.

Either 12 or 18 Dozen Display Case with Sanitary Base, Oak or Mahogany Finish.

Such an assortment will attract attention anywhere; it will keep salespeople busy. Such an outfit will be a justifiable reason for you to feel proud of your Pen Line and fittings.



Gross size with Assortment, \$275.31. New style. A Beautiful Outfit.

The twelve dozen size floor case as shown above would cost \$275, and would include 108 clips. The installation of this case in your store would certainly make it a bright spot and the investment would pay you in surprisingly large figures.

This 18 dozen assortment should go to the store of the live-wire dealer who realizes the possibilities put before him much better than the average dealer who is not so alive to the situation. It is especially adapted to the needs of the man in the city, or the man who caters to the college or school trade. Such an assortment would cost about \$412 and would include 162 Parker clips.

INSTALL A PEN DEPARTMENT

Efficiency methods are what make the big department stores successful. Today every one of these stores has its "pen department," which is run twelve months in the year. Just recently we made an investigation regarding the sale of fountain pens among the department stores in a large city. The findings were a surprise to us and possibly may be to you.

Here are the results:

The sale of pens in these stores scarcely varied 10 per cent from one month to another with the exception of November and December. The last named month the increase was considerably more. The reason for the uniformity in the sales seems to have been that full stocks were maintained, good attractive displays were made and there was a REAL SALES PERSON behind the counter who understood pens.

Now, if the department store manager has discovered a plan that makes money for him, is it not good business to fit that discovery into your own business?

The time is past for any dealer to make any considerable amount of money out of his pen business by methods that were employed when only the rich used fountain pens.

Fountain pens are staple today—just as much so as shoes, hats, knives or any other necessary commodity. Yet if you wanted to buy a pair of shoes, you wouldn't go to some little boot shop on a side street which carried only a few dozen pairs of shoes, and these quite possibly soiled, dirty and out of style.

No! When you thought of buying a pair of shoes you would naturally think of the dealer who had the BEST SHOES, the one who had the ASSORTMENT, the STYLES and the SERVICE.

The shoe dealer who has these is the successful dealer in this line in your city.

We want YOU to be THE successful PEN dealer in your city.

We want you to install a pen department; to have someone in your store who will be the pen man; who will fit the right pen into the hand of the purchaser feel that it is the one pen which was made for his or her special use.

The firm who will equip a pen department with a floor case and its attendant assortment of 6, 8 or 12 dozen Parkers has won the first skirmish, but not the main battle, for that comes with SERVICE.

No big permanent business can be built up without giving service. When you give service, willing, obliging, courteous service, you not only make sales, but an impression on your customer that will be turned into dividends for future business.

Look over your store and select a prominent place where one of the beautiful cases shown on the other side of this folder would look best—where both it and its contents would make a favorable and agreeable impression upon the minds of visitors to your store.

Then comes the next step—SERVICE. You should get firmly into the mind of the manager of the pen department that the person buying a Parker Pen is buying something in addition to a certain amount of gold, rubber, iridium and workmanship, and that is:

SATISFACTION. No sales should be considered as closed until satisfaction has been delivered as well as the pen itself. If you are willing to do that, you will find us ready to give you the kind of support that you have a right to feel is due from the manufacturer—and possibly a little more. The reward will be certain and rich.

If this appeals to you as sensible, logical method of merchandising, put your thought into action, and send in the order, and say to us, give us your best.

See how quickly we will respond, not only with the goods, but with sales co-operation.

Yours sincerely,

G. S. Parker

The Element of Age In Business

